

Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program contents;
3 at least one audiovisual system for generating a request for viewing
4 the program contents, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program contents broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 contents to at least one audiovisual system making a request for viewing the
9 program contents in response to when at least one audiovisual system
10 generating the request ~~requests the repeater station~~ to view the program
11 contents,
12 wherein the repeater station conditional rebroadcasting includes
13 connecting at least one audiovisual systems in response to its generated
14 request for viewing the program contents, and broadcasting the
15 advertisement contents to the connected ~~at least one~~ audiovisual systems
16 ~~system connected to the repeater station,~~
17 wherein the repeater station conditional rebroadcasting further
18 includes detecting the number of the connected audiovisual systems viewing
19 the advertisement content and generating for measuring an advertisement
20 effect measurement based on the basis of the detected number of the
21 connected audiovisual systems viewing the advertisement contents and a
22 broadcasting time of the advertisement contents, and
23 wherein the repeater station conditional rebroadcasting further
24 includes comparing the advertising effect measurement to a predetermined
25 target advertising effects and, if the advertising effect measurement meets
26 the predetermined target advertising effect, to rebroadcast ~~rebroadcasting~~

27 the stored program contents to the connected audiovisual systems, and, if
28 only when the measured advertisement effect measurement fails to meet the
29 meets a predetermined target advertisement effect, to not rebroadcast the
30 stored program contents to the connected audiovisual systems.

1 2. (Currently Amended) The broadcasting service system of claim 1,
2 wherein the repeater station conditional rebroadcasting further
3 includes calculating calculates an expected waiting time until the
4 rebroadcasting reproadcasting of the program contents is started, based on
5 the basis of the measured result of the advertisement effect, and is arranged
6 to broadcast broadcasts a combination of the advertisement contents and the
7 calculated expected waiting time on a broadcasting screen to the connected
8 audiovisual systems.

1 3. (Currently Amended) The broadcasting service system of claim 1,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents;
4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the receives a plurality of programs of program contents
6 broadcasted by the broadcast station,
7 wherein the repeater station conditional rebroadcasting further
8 includes calculating calculates an advertisement effect of each program of the
9 program contents on the basis of a number of the audiovisual systems
10 generating each making a request for viewing each of said plurality program
11 of the program contents,
12 wherein the repeater station conditional rebroadcasting further
13 includes calculating calculates a recording cost for recording each program of
14 the program contents,
15 wherein the repeater station conditional rebroadcasting further
16 includes calculating calculates a proper recording time of each program of the

program contents ~~based on the basis of the~~ calculated advertisement effect and the calculated recording cost,

wherein the repeater station conditional rebroadcasting further includes generating a prediction indicating which from among predicts the program contents will have which permit to obtain the advertisement effects exceeding more than their recording costs on the basis of their calculated proper recording times, and

wherein the repeater station conditional rebroadcasting further includes selectively storing stores only the program contents for which the generated prediction indicates predicted that the program contents permit to obtain the advertisement effects exceeding more than their recording costs.

4. (Currently Amended) A broadcasting service system comprising:

a broadcast station for broadcasting a program contents;

at least one audiovisual system for generating a request for viewing the program contents, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content; and

a repeater station for storing the program contents broadcasted by the broadcast station and for conditionally rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents in response to when at least one audiovisual system generating the request requests the repeater station to view the program contents,

wherein the repeater station includes:

a receiver for receiving the program content contents broadcasted by the broadcast station;

a program contents storage for storing the program content contents received by the receiver;

an advertisement contents storage for storing an the advertisement content contents;

19 a broadcasting set ~~for connecting said~~ for connecting at least one
20 audiovisual systems in response to its generated request for viewing the
21 program contents, and for ~~broadcasting the program contents and the~~
22 advertisement contents stored in the advertisement contents storage to the
23 audiovisual systems connected to the broadcasting set; and

24 an advertisement effect measurer for detecting the number of the
25 connected audiovisual systems viewing the advertisement contents and for
26 generating measuring an advertisement effect measurement based on the
27 basis of the detected number of the connected audiovisual systems viewing
28 the advertisement contents and on the broadcasting time of the
29 advertisement contents,

30 wherein and allowing the advertisement effect measurer controls the
31 broadcasting set to rebroadcast the stored program content based on the
32 generated advertisement effect measurement, to start rebroadcasting of the
33 stored program contents to the connected audiovisual systems if the
34 advertising effect measurement meets the predetermined target advertising
35 effect, and, if only when the measured advertisement effect measurement
36 fails to meet the meets a predetermined target advertisement effect, to not
37 rebroadcast the stored program contents to the connected audiovisual
38 systems

39 ~~and the repeater station connecting at least one audiovisual system in~~
40 ~~response to its request for viewing the program contents, broadcasting~~
41 ~~advertising contents to at least one audiovisual system connected to the~~
42 ~~repeater station, measuring an advertising effect on the basis of the number~~
43 ~~of connected audiovisual systems viewing the advertising contents and a~~
44 ~~broadcasting time of the advertising contents, and rebroadcasting the~~
45 ~~program contents to the connected audiovisual systems only when the~~
46 ~~measured advertising effect meets a predetermined target advertisement~~
47 ~~effect, and~~

48 ~~the broadcasting set rebroadcasting the program contents requested by~~
49 ~~the connected audiovisual systems to the connected audiovisual systems only~~
50 ~~when the advertisement effect measurer permits the broadcasting set to start~~
51 ~~the broadcasting of the program contents.~~

1 5. (Currently Amended) The broadcasting service system of claim 4,
2 wherein the advertisement effect measurer further calculates an
3 expected waiting time until the rebroadcasting ~~rebroadcasting~~ of the program
4 contents is started, based on the ~~basis of the measured result of the~~
5 advertisement effect measurement, and
6 wherein the broadcasting set broadcasts a combination of the
7 advertisement contents and the expected waiting time calculated by the
8 advertisement effect measurer to the on a broadcasting screen of te the
9 connected audiovisual systems.

1 6. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting a program contents;
3 at least one audiovisual system for generating a request for viewing
4 the program contents, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program contents broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 contents to at least one audiovisual system making a request for viewing the
9 program contents in response to when at least one audiovisual system
10 generating the request ~~requests the repeater station~~ to view the program
11 contents; and
12 an advertisement broadcast station for broadcasting the advertisement
13 contents,
14 wherein the repeater station conditional rebroadcasting includes
15 connecting at least one audiovisual system in response to its generated

16 request for viewing the program contents, and includes broadcasting the
17 advertisement contents to the connected -at least one- audiovisual systems
18 system connected to the repeater station,
19 wherein the repeater station conditional rebroadcasting includes
20 detecting the number of the connected audiovisual systems viewing the
21 advertisement contents and includes generating for measuring an
22 advertisement effect measurement based on the basis of the detected number
23 of the connected audiovisual systems viewing the advertisement contents and
24 on the broadcasting time of the advertisement contents, and
25 wherein the repeater station conditional rebroadcasting further
26 includes comparing the advertising effect measurement to a predetermined
27 target advertising effects and, if the advertising effect measurement meets
28 the predetermined target advertising effect, to rebroadcast rebroadcasting
29 the stored program contents to the connected audiovisual systems, and, if
30 only when the measured advertisement effect measurement fails to meet the
31 meets a predetermined target advertisement effect, to not rebroadcast the
32 stored program contents to the connected audiovisual systems.

1 7. (Currently Amended) The broadcasting service system of claim 6,
2 wherein the repeater station conditional rebroadcasting includes
3 calculating calculates an expected waiting time until the rebroadcasting
4 reprodeasting of the program contents is started, based on the basis of the
5 measured result of the advertisement effect measurement, and further
6 includes broadcasting broadcasts a combination of the advertisement
7 contents and the calculated expected waiting time on a broadcasting screen to
8 the connected audiovisual systems.

1 8. (Currently Amended) The broadcasting service system of claim 6,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,

wherein the repeater station conditional rebroadcasting further
includes receiving the ~~receives a~~ plurality of ~~programs of~~ program contents
broadcasted by the broadcast station,

wherein the repeater station conditional rebroadcasting further
includes calculating ~~calculates~~ an advertisement effect of each program of the
program contents on the basis of a number of the audiovisual systems
generating each ~~making~~ a request for viewing each of said plurality program
of the program contents,

wherein the repeater station conditional rebroadcasting further
includes calculating ~~calculates~~ a recording cost for recording each ~~program~~ of
the program contents,

wherein the repeater station conditional rebroadcasting further
includes calculating ~~calculates~~ a proper recording time of each program of the
program contents ~~based on the basis of the~~ calculated advertisement effect
and the calculated recording cost,

wherein the repeater station conditional rebroadcasting further
includes generating a prediction indicating which from among ~~predicts~~ the
program contents ~~will have which permit to obtain the~~ advertisement effects
~~exceeding more than~~ their recording costs on the basis of their calculated
proper recording times, and

wherein the repeater station conditional rebroadcasting further
includes selectively storing ~~stores only the~~ program contents for which the
generated prediction indicates ~~predicted that the program contents permit to~~
~~obtain the~~ advertisement effects exceeding more than their recording costs.

9. (Currently Amended) A broadcasting service system comprising:

a broadcast station for broadcasting a program contents;

at least one audiovisual system for generating a request for viewing
the program contents, for selectively viewing a broadcast advertisement
content, and for viewing a rebroadcast program content;

6 a repeater station for storing the program contents broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 contents to at least one audiovisual system making a request for viewing the
9 program contents in response to ~~when~~ at least one audiovisual system
10 generating the request ~~requests the repeater station~~ to view the program
11 contents; and

12 an advertisement broadcast station for broadcasting the advertisement
13 contents, wherein the repeater station includes:

14 a first receiver for receiving the program contents broadcasted by the
15 broadcast station;

16 a second receiver for receiving the advertisement contents broadcasted
17 by the advertisement broadcast station;

18 a program contents storage for storing the program contents received
19 by the first receiver;

20 a broadcasting set for connecting at least one audiovisual system in
21 response to its request for viewing the program contents stored in the
22 program contents storage and broadcasting the program contents and the
23 advertisement contents received by the second receiver to the audiovisual
24 systems connected to the broadcasting set; and

25 an advertisement effect measurer for detecting the number of the
26 connected audiovisual systems viewing the advertisement contents and for
27 generating ~~measuring~~ an advertisement effect measurement based on the
28 ~~basis of the detected number of the connected audiovisual systems viewing~~
29 ~~the advertisement contents and allowing the broadcasting set to start the~~
30 ~~broadcasting of the program contents to the connected audiovisual systems~~
31 ~~only when the measured advertisement effect meets the predetermined~~
32 ~~target advertisement effect,~~

33 wherein the advertisement effect measurer controls the broadcasting
34 set to rebroadcast ~~rebroadcasting~~ the program contents requested by the
35 connected audiovisual systems to the connected audiovisual systems if the

advertising effect measurement meets the predetermined target advertising effect, and, only when the advertisement effect measurer permits the broadcasting set to start the broadcasting of the program contents if the advertisement effect measurement fails to meet the predetermined target advertisement effect, to not rebroadcast the stored program content to the connected audiovisual systems
the repeater station connecting at least one audiovisual system in response to its request for viewing the program contents, broadcasting advertisement contents broadcasted by the advertisement broadcast station to at least one audiovisual system connected to the repeater station, measuring an advertisement effect on the basis of a number of the connected audiovisual systems viewing the advertisement contents and a broadcasting time of the advertisement contents, and rebroadcasting the program contents to the connected audiovisual systems only when the measured advertisement effect meets a predetermined target advertisement effect.

10. (Currently Amended) The broadcasting service system of claim 9, wherein the advertising effect measurer calculates an expected waiting time until the rebroadcasting ~~reprodecasting~~ of the program contents is started, based on the ~~basis of the~~ measured ~~result of the~~ advertisement effect, and

wherein the broadcasting set broadcasts a combination of the advertisement contents and the calculated expected waiting time ~~on a~~ on a ~~broadcasting screen~~ to the connected audiovisual systems.

11. (Currently Amended) A broadcasting service system comprising:
a broadcast station for broadcasting a program contents;
at least one audiovisual system for generating a request for viewing the program contents, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content; and

a repeater station for storing the program contents broadcasted by the broadcast station and for conditionally rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents in response to when at least one audiovisual system generating the request requests the repeater station to view the program contents,

wherein the repeater station conditional rebroadcasting includes connecting at least one audiovisual system in response to its generated request for viewing the program contents,

wherein the repeater station conditional rebroadcasting includes generating a prediction of predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a broadcasting of a given advertising contents is inserted during a rebroadcasting of the programs program content requested by the connected audiovisual systems to the audiovisual systems connected to the repeater station, and

wherein the repeater station conditional rebroadcasting includes rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program contents if the prediction indicates only when it is predicted that the predetermined target advertisement effect can be attained, and

wherein the repeater station conditional rebroadcasting includes not rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems if the prediction indicates that the predetermined target advertisement effect cannot be attained.

12. (Currently Amended) The broadcasting service system of claim 11,
wherein the repeater station includes:

3 a receiver for receiving the program contents broadcasted by the
4 broadcast station;

5 a program contents storage for storing the program contents received
6 by the receiver;

7 an advertisement contents storage for storing the advertisement
8 contents;

9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program contents stored in the
11 program contents storage, and rebroadcasting the program contents
12 requested by the audiovisual systems connected to the broadcasting set to the
13 connected audiovisual systems while inserting the broadcasting of the
14 advertisement contents stored in the advertisement contents storage during
15 the rebroadcasting of the program contents; and

16 an advertisement effect measurer for generating said prediction of
17 ~~predicting~~ whether or not a predetermined target advertisement effect can be
18 attained within a broadcasting time of the program contents under the
19 condition that the broadcasting of the advertisement contents is inserted
20 during the rebroadcasting of the program contents to the connected
21 audiovisual systems ~~and allowing the broadcasting set to start the~~
22 ~~broadcasting of the program contents to the connected audiovisual systems~~
23 ~~only when it is predicted that the predetermined target advertisement effect~~
24 ~~can be attained;~~

25 ~~the broadcasting set rebroadcasting the program contents requested by~~
26 ~~the connected audiovisual systems to the connected audiovisual systems~~
27 ~~while inserting the broadcasting of the advertisement contents during the~~
28 ~~rebroadcasting of the program contents only when the advertisement effect~~
29 ~~measurer permits the broadcasting set to start the broadcasting of the~~
30 ~~program contents.~~

13. (Currently Amended) The broadcasting service system of claim 11,
wherein the broadcast station is for broadcasting a plurality of
program contents,

wherein the repeater station conditional rebroadcasting further
includes receiving the ~~receives a~~ plurality of ~~programs~~ of program contents
broadcasted by the broadcast station,

wherein the repeater station conditional rebroadcasting further
includes calculating ~~calculates~~ an advertisement effect of each program of the
program contents on the basis of a number of the audiovisual systems
generating each ~~making~~ a request for viewing each of said plurality program
~~of the~~ program contents,

wherein the repeater station conditional rebroadcasting further
includes calculating ~~calculates~~ a recording cost for recording each ~~program~~ of
the program contents,

wherein the repeater station conditional rebroadcasting further
includes calculating ~~calculates~~ a proper recording time of each program of the
program contents based on the ~~basis of the~~ calculated advertisement effect
and the calculated recording cost,

wherein the repeater station conditional rebroadcasting further
includes generating a prediction indicating which from among ~~predicts~~ the
program contents will have ~~which permit to obtain~~ the advertisement effects
exceeding more than their recording costs on the basis of their calculated
proper recording times, and

wherein the repeater station conditional rebroadcasting further
includes selectively storing ~~stores only~~ the program contents for which the
generated prediction indicates ~~predicted that the program contents permit to~~
~~obtain the~~ advertisement effects exceeding more than their recording costs.

14. (Currently Amended) A broadcasting service system comprising:
a broadcast station for broadcasting a program contents;

3 at least one audiovisual system for generating a request for viewing
4 the program contents, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and

6 a repeater station for storing the program contents broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 contents to at least one audiovisual system making a request for viewing the
9 program contents in response to ~~when~~ at least one audiovisual system
10 generating the request ~~requests the repeater station~~ to view the program
11 contents; and

12 an advertisement broadcast station for broadcasting the advertisement
13 contents,

14 wherein the repeater station conditional rebroadcasting includes
15 connecting at least one audiovisual system in response to its generated
16 request for viewing the program contents,

17 wherein the repeater station conditional rebroadcasting includes
18 generating a prediction of ~~predicting~~ whether or not a predetermined target
19 advertisement effect can be attained within a broadcasting time of the
20 program contents under a condition that a broadcasting of given advertising
21 contents is inserted during a rebroadcasting of the ~~programs~~ program content
22 requested by the connected audiovisual systems to the audiovisual systems
23 connected to the repeater station, and

24 wherein the repeater station conditional rebroadcasting includes
25 rebroadcasting the program contents requested by the connected audiovisual
26 systems to the connected audiovisual systems while inserting the
27 broadcasting of the advertisement contents during the rebroadcasting of the
28 program contents if the generated prediction indicates only ~~when it is~~
29 ~~predicted~~ that the predetermined target advertisement effect can be attained,
30 and

31 wherein the repeater station conditional rebroadcasting includes not
32 rebroadcasting the program contents requested by the connected audiovisual

33 systems to the connected audiovisual systems if the generated prediction
34 indicates that the predetermined target advertisement effect cannot be
35 attained.

1 15. (Currently Amended) The broadcasting service system of claim 14,
2 wherein the repeater station includes:

3 a first receiver for receiving the program contents broadcasted by the
4 broadcast station;

5 a second receiver for receiving the advertisement contents broadcasted
6 by the advertisement broadcast station;

7 a program contents storage for storing the program contents received by
8 the first receiver;

9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program contents stored in the
11 program contents storage, and rebroadcasting the program contents
12 requested by the audiovisual systems connected to the broadcasting set to the
13 connected audiovisual systems while inserting the broadcasting of the
14 advertisement contents received by the second receiver during the
15 rebroadcasting of the program contents; and

16 an advertisement effect measurer for generating the prediction of
17 ~~predicting~~ whether or not the predetermined target advertisement effect can
18 be attained within the broadcasting time of the program contents under the
19 condition that the broadcasting of the advertisement contents is inserted
20 during the rebroadcasting of the program contents to the connected
21 audiovisual systems, ~~and allowing the broadcasting set to start the~~
22 ~~broadcasting of the program contents to the connected audiovisual systems~~
23 ~~only when it is predicted that the predetermined target advertisement effect~~
24 ~~can be attained,~~

25 ~~the broadcasting set rebroadcasting the program contents requested by~~
26 ~~the connected audiovisual systems to the connected audiovisual systems~~

27 ~~while inserting the broadcasting of the advertisement contents during the~~
28 ~~rebroadcasting of the program contents only when the advertisement effect~~
29 ~~measurer permits the broadcasting set to start the broadcasting of the~~
30 ~~program contents.~~

1 16. (Currently Amended) The broadcasting service system of claim 14,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,

4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the ~~receives a plurality of programs of~~ program contents
6 broadcasted by the broadcast station,

7 wherein the repeater station conditional rebroadcasting further
8 includes calculating ~~calculates~~ an advertisement effect of each program of the
9 program contents on the basis of a number of the audiovisual systems
10 generating each ~~making~~ a request for viewing each of said plurality program
11 of the program contents,

12 wherein the repeater station conditional rebroadcasting further
13 includes calculating ~~calculates~~ a recording cost for recording each ~~program~~ of
14 the program contents,

15 wherein the repeater station conditional rebroadcasting further
16 includes calculating ~~calculates~~ a proper recording time of each program of the
17 program contents based on the ~~basis of the~~ calculated advertisement effect
18 and the calculated recording cost,

19 wherein the repeater station conditional rebroadcasting further
20 includes generating a prediction indicating which from among ~~predicts~~ the
21 program contents will have ~~which permit to obtain~~ the advertisement effects
22 exceeding more than their recording costs on the basis of their calculated
23 proper recording times, and

24 wherein the repeater station conditional rebroadcasting further
25 includes selectively storing, based on said generated prediction, ~~stores only~~

26 the program contents for which the generated prediction indicates predicted
27 that the program contents permit to obtain the advertisement effects
28 exceeding more than their recording costs.

1 17. (Currently Amended) A broadcasting service system comprising:
2 a broadcast station for broadcasting program contents;
3 at least one audiovisual system for generating a request for viewing
4 the program contents, for selectively viewing a broadcast advertisement
5 content, and for viewing a rebroadcast program content; and
6 a repeater station for storing the program contents broadcasted by the
7 broadcast station and for conditionally rebroadcasting the stored program
8 contents to at least one audiovisual system making a request for viewing the
9 program contents in response to when at least one audiovisual system
10 generating the request requests the repeater station to view the program
11 contents,

12 wherein the repeater station conditional rebroadcasting includes
13 generating a prediction indicating predicting whether or not a
14 predetermined target advertisement effect can be attained within a
15 broadcasting time of the program contents under a condition that a
16 broadcasting of given advertising contents is inserted during a
17 rebroadcasting of the ~~programs~~ program content requested by the connected
18 audiovisual systems to the audiovisual systems connected to the repeater
19 station, and

20 wherein the repeater station conditional rebroadcasting includes
21 rebroadcasting the program contents requested by the connected audiovisual
22 systems to the connected audiovisual systems while inserting the
23 broadcasting of the advertisement contents during the rebroadcasting of the
24 program contents if the generated prediction indicates only when it is
25 ~~predicted~~ that the predetermined target advertisement effect can be attained,
26 and

27 wherein the repeater station conditional rebroadcasting includes not
28 rebroadcasting the program contents requested by the connected audiovisual
29 systems to the connected audiovisual systems if the generated prediction
30 indicates that the predetermined target advertisement effect cannot be
31 attained.

1 18. (Currently Amended) The broadcasting service system of claim 17,
2 wherein the repeater station includes:
3 a receiver for receiving the program contents broadcasted by the
4 broadcast station;
5 a program contents storage for storing the program contents received
6 by the receiver;
7 an advertisement contents storage for storing the advertisement
8 contents;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program contents stored in the
11 program contents storage, and rebroadcasting the combination of the
12 program contents requested by the audiovisual systems connected to the
13 broadcasting set and the advertisement contents stored in the advertisement
14 contents storage on the broadcasting screen to the connected audiovisual
15 systems; and
16 an advertisement effect measurer for generating the prediction
17 indicating predicting whether or not a predetermined target advertisement
18 effect can be attained within the broadcasting time of the program contents
19 under the condition that the combination of the program contents and the
20 advertisement contents on the broadcasting screen is rebroadcasted, ~~and~~
21 ~~allowing the broadcasting set to start the broadcasting of the program~~
22 ~~contents to the connected audiovisual systems only when it is predicted that~~
23 ~~the predetermined target advertisement effect can be attained,~~

24 wherein the advertisement effect measurer controls the broadcasting
25 set to rebroadcast ~~rebroadcasting~~ the combination of the program contents
26 and the advertisement contents on the broadcasting screen to the connected
27 audiovisual systems only when the prediction generated by the
28 advertisement effect measurer indicates that the predetermined target
29 advertisement effect can be attained within the broadcasting time of the
30 program contents under said condition ~~permits the broadcasting set to start~~
31 ~~the broadcasting of the program contents.~~

1 19. (Currently Amended) The broadcasting service system of claim 17,
2 wherein the broadcast station is for broadcasting a plurality of
3 program contents,

4 wherein the repeater station conditional rebroadcasting further
5 includes receiving the ~~receives a~~ plurality of ~~programs~~ of program contents
6 broadcasted by the broadcast station,

7 wherein the repeater station conditional rebroadcasting further
8 includes calculating ~~calculates~~ an advertisement effect of each program of the
9 program contents on the basis of a number of the audiovisual systems
10 generating each ~~making~~ a request for viewing each of said plurality program
11 ~~of the~~ program contents,

12 wherein the repeater station conditional rebroadcasting further
13 includes calculating ~~calculates~~ a recording cost for recording each ~~program~~ of
14 the program contents,

15 wherein the repeater station conditional rebroadcasting further
16 includes calculating ~~calculates~~ a proper recording time of each program of the
17 program contents based on the ~~basis of the~~ calculated advertisement effect
18 and the calculated recording cost,

19 wherein the repeater station conditional rebroadcasting further
20 includes generating a prediction indicating which from among ~~predicts~~ the
21 program contents will have ~~which permit to obtain the~~ advertisement effects

~~exceeding more than~~ their recording costs on the basis of their calculated proper recording times, and

wherein the repeater station conditional rebroadcasting further includes selectively storing, based on said generated prediction, stores-only the program contents for which the generated prediction indicates predicted that the program contents permit to obtain the advertisement effects exceeding more than their recording costs.

20. (Currently Amended) A broadcasting service system comprising:

a broadcast station for broadcasting program contents;

at least one audiovisual system for generating a request for viewing the program contents, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content; and

a repeater station for storing the program contents broadcasted by the broadcast station and for conditionally rebroadcasting the stored program contents to at least one audiovisual system making a request for viewing the program contents in response to when-at least one audiovisual system generating the request requests the repeater station to view the program contents; and

an advertisement broadcast station for broadcasting advertisement contents,

wherein the repeater station conditional rebroadcasting includes connecting at least one audiovisual system in response to its request for viewing the program contents,

wherein the repeater station conditional rebroadcasting includes generating a prediction indicating predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents and the advertisement contents broadcasted by the advertisement

22 broadcast station on a broadcasting screen is rebroadcasted to the
23 audiovisual systems connected to the repeater station, ~~and~~
24 wherein the repeater station conditional rebroadcasting includes
25 rebroadcasting the combination of the program contents and the
26 advertisement contents on the broadcasting screen to the connected
27 audiovisual systems if the generated prediction indicates only when it is
28 ~~predicted~~ that the predetermined target advertisement effect can be attained,
29 and
30 wherein the repeater station conditional rebroadcasting includes not
31 rebroadcasting the combination of the program contents and the
32 advertisement contents on the broadcasting screen to the connected
33 audiovisual systems if the generated prediction indicates that the
34 predetermined target advertisement effect cannot be attained.

1 21. (Currently Amended) The broadcasting service system of claim 20,
2 wherein the repeater station includes:
3 a first receiver for receiving the program contents broadcasted by the
4 broadcast station;
5 a second receiver for receiving the advertisement contents broadcasted
6 by the advertisement broadcast station;
7 a program contents storage for storing the program contents received
8 by the first receiver;
9 a broadcasting set for connecting at least one audiovisual system in
10 response to its request for viewing the program contents stored in the
11 program contents storage, and rebroadcasting the combination of the
12 program contents requested by the audiovisual systems connected to the
13 broadcasting set and the advertisement contents received by the second
14 receiver on a the broadcasting screen of to the connected audiovisual systems;
15 and

an advertisement effect measurer for generating the prediction indicating predicting whether or not the predetermined target advertisement effect can be attained within the broadcasting time of the program contents under the condition that the combination of the program contents and the advertisement contents on the broadcasting screen is rebroadcasted, ~~and allowing the broadcasting set to start the broadcasting of the program contents to the connected audiovisual systems only when it is predicted that the predetermined target advertisement effect can be attained,~~

wherein the advertisement effect measurer controls the broadcasting set to rebroadcast rebroadcasting the combination of the program contents and the advertisement contents on the broadcasting screen to the connected audiovisual systems only when the advertisement effect measurer generates a prediction indicating the predetermined target advertisement effect can be attained permits the broadcasting set to start the broadcasting of the program contents.

22. (Currently Amended) The broadcasting service system of claim 20, wherein the broadcast station is for broadcasting a plurality of program contents,

wherein the repeater station conditional rebroadcasting further includes receiving the receives a plurality of ~~programs of~~ program contents broadcasted by the broadcast station,

wherein the repeater station conditional rebroadcasting further includes calculating calculates an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems generating each making a request for viewing each of said plurality program of the program contents,

wherein the repeater station conditional rebroadcasting further includes calculating calculates a recording cost for recording each ~~program of~~ the program contents,

15 wherein the repeater station conditional rebroadcasting further
16 includes calculating ~~calculates~~ a proper recording time of each program of the
17 program contents based on the ~~basis of the~~ calculated advertisement effect
18 and the calculated recording cost,

19 wherein the repeater station conditional rebroadcasting further
20 includes generating a prediction indicating which from among ~~predicts~~ the
21 program contents will have ~~which permit to obtain the~~ advertisement effects
22 exceeding more than their recording costs on the basis of their calculated
23 proper recording times, and

24 wherein the repeater station conditional rebroadcasting further
25 includes selectively storing, based on said generated prediction, ~~stores-only~~
26 the program contents for which the generated prediction indicates ~~predicted~~
27 ~~that the program contents permit to obtain the~~ advertisement effects
28 exceeding more than their recording costs.

1 23. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:

3 broadcasting a program content from a broadcast station to a repeater
4 station;

5 storing the broadcast program content in the repeater station;

6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;

8 connecting the ~~a~~ repeater station to the ~~one or more~~ audiovisual
9 systems corresponding to the received requests ~~making a request~~ for viewing
10 a program contents;

11 broadcasting advertisement contents from the ~~a~~ repeater station to the
12 audiovisual systems connected to the repeater station;

13 measuring an advertisement effect ~~based on a basis of a~~ number of the
14 audiovisual systems viewing the advertisement contents and a broadcasting
15 time of the advertisement contents;

16 discriminating whether or not a predetermined target advertisement
17 effect can be attained on a basis of a measured result of the advertisement
18 effect; and

19 rebroadcasting a stored program contents requested by the audiovisual
20 systems to the audiovisual systems when it is determined that a
21 predetermined target advertisement effect can be attained.

1 24. (Currently Amended) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:

3 broadcasting a program content from a broadcast station to a repeater
4 station;

5 storing the broadcast program content in the repeater station;

6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;

8 connecting the a repeater station to the one or more audiovisual
9 systems corresponding to the received requests ~~making a request~~ for viewing
10 a program contents;

11 broadcasting advertisement contents from the a-repeater station to the
12 audiovisual systems connected to the repeater station;

13 measuring an advertisement effect based on ~~a basis of a~~ number of the
14 audiovisual systems viewing the advertisement contents and a broadcasting
15 time of the advertisement contents;

16 discriminating whether or not a predetermined target advertisement
17 effect can be attained on a basis of a measured result of the advertisement
18 effect; and

19 rebroadcasting a stored program contents requested by the audiovisual
20 systems to the audiovisual systems when it is determined that a
21 predetermined target advertisement effect can be attained.

25. (Previously Presented) The delay broadcasting method of claim 23, further comprising the steps of:

calculating an expected waiting time on the basis of the measured result of the advertisement effect until the rebroadcasting of the program contents is started; and

broadcasting a combination of the advertisement contents and the expected waiting time on the broadcasting screen from the repeater system to the audiovisual systems connected to the repeater system.

26. (Previously Presented) The delay broadcasting method of claim 24, further comprising the steps of:

calculating an expected waiting time on the basis of the measured result of the advertisement effect until the rebroadcasting of the program contents is started; and

broadcasting a combination of the advertisement contents and the expected waiting time on the broadcasting screen from the repeater system to the audiovisual systems connected to the repeater system.

27. (Currently amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

broadcasting a program content from a broadcast station to a repeater station;

storing the broadcast program content in the repeater station;

receiving a request at the repeater station, from one or more audiovisual systems, to view the stored broadcast program content;

connecting a repeater station to one or more audiovisual systems making a request for viewing a program contents;

predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that broadcasting of an advertisement contents is inserted during

13 the rebroadcasting of the program contents to the audiovisual systems
14 connected to a repeater station; and
15 rebroadcasting the program contents requested by the audiovisual
16 systems to the audiovisual systems while inserting the broadcasting of the
17 advertisement contents during the rebroadcasting of the program contents
18 only when it is predicted that a predetermined target advertisement effect
19 can be attained.

1 28. (Previously Presented) A delay broadcasting method in broadcasting
2 service using a broadcasting service system, the method comprising:
3 broadcasting a program content from a broadcast station to a repeater
4 station;
5 storing the broadcast program content in the repeater station;
6 receiving a request at the repeater station, from one or more
7 audiovisual systems, to view the stored broadcast program content;
8 connecting a repeater station to one or more audiovisual systems
9 making a request for viewing a program contents;
10 predicting whether or not a predetermined target advertisement effect
11 can be attained within a broadcasting time of the program contents under a
12 condition that a broadcasting of the advertisement contents broadcasted by
13 the advertisement broadcast station is inserted during a ~~the~~ rebroadcasting
14 of the program contents to the audiovisual systems connected to the repeater
15 station; and
16 rebroadcasting the program contents requested by the audiovisual
17 systems to the audiovisual systems while inserting the broadcasting of the
18 advertisement contents during the rebroadcasting of the program contents
19 only when it is predicted that a predetermined target advertisement effect
20 can be attained.

29. (Currently Amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

broadcasting a program content from a broadcast station to a repeater station;

storing the broadcast program content in the repeater station;

receiving a request at the repeater station, from one or more audiovisual systems, to view the stored broadcast program content;

connecting a repeater station to one or more audiovisual systems making a request for viewing a program contents;

predicting whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program contents under a condition that a combination of the program contents requested by the audiovisual systems connected to the repeater station and advertisement contents on a broadcasting screen is rebroadcasted to the connected audiovisual systems; and

rebroadcasting a combination of the program contents and the advertisement contents on the broadcasting screen to the audiovisual systems only when it is predicted that a predetermined target advertisement effect can be attained.

30. (Currently Amended) A delay broadcasting method in broadcasting service using a broadcasting service system, the method comprising:

broadcasting a program content from a broadcast station to a repeater station;

storing the broadcast program content in the repeater station;

receiving a request at the repeater station, from one or more audiovisual systems, to view the stored broadcast program content;

connecting a repeater station to one or more audiovisual systems making a request for viewing a program contents;

10 predicting whether or not a predetermined target advertisement effect
11 can be attained within a broadcasting time of the program contents under a
12 condition that a combination of the program contents requested by the
13 audiovisual systems connected to the repeater station and advertisement
14 contents broadcasted by an advertisement broadcast station on a
15 broadcasting screen is rebroadcasted to the audiovisual systems; and
16 rebroadcasting the combination of the program contents and the
17 advertisement contents on the broadcasting screen to the audiovisual
18 systems only when it is predicted that the predetermined target
19 advertisement effect can be attained.

1 31. (Original) The delay broadcasting method of claim 23, wherein the
2 repeater station receives a plurality of programs of program contents
3 broadcasted by the broadcast station, further comprising:

4 calculating an advertisement effect of each program of the program
5 contents on the basis of a number of the audiovisual systems each making a
6 request for viewing each program of the program contents;

7 calculating a recording cost for recording each program of the program
8 contents;

9 calculating a proper recording time of each program of the program
10 contents on the basis of the calculated advertisement effect and the
11 calculated recording cost;

12 predicting the program contents which permit to obtain the
13 advertisement effects more than their recording costs on the basis of their
14 calculated proper recording times; and

15 storing selectively only the program contents predicted that the
16 program contents permit to obtain the advertisement effects more than their
17 recording costs.

1 32. (Original) The delay broadcasting method of claim 24, wherein the
2 repeater station receives a plurality of programs of program contents
3 broadcasted by the broadcast station, further comprising:

4 calculating an advertisement effect of each program of the program
5 contents on the basis of a number of the audiovisual systems each making a
6 request for viewing each program of the program contents;

7 calculating a recording cost for recording each program of the program
8 contents;

9 calculating a proper recording time of each program of the program
10 contents on the basis of the calculated advertisement effect and the
11 calculated recording cost;

12 predicting the program contents which permit to obtain the
13 advertisement effects more than their recording costs on the basis of their
14 calculated proper recording times; and

15 storing selectively only the program contents predicted that the
16 program contents permit to obtain the advertisement effects more than their
17 recording costs.

1 33. (Original) The delay broadcasting method of claim 27, wherein the
2 repeater station receives a plurality of programs of program contents
3 broadcasted by the broadcast station, further comprising:

4 calculating an advertisement effect of each program of the program
5 contents on the basis of a number of the audiovisual systems each making a
6 request for viewing each program of the program contents;

7 calculating a recording cost for recording each program of the program
8 contents;

9 calculating a proper recording time of each program of the program
10 contents on the basis of the calculated advertisement effect and the
11 calculated recording cost;

12 predicting the program contents which permit to obtain the
13 advertisement effects more than their recording costs on the basis of their
14 calculated proper recording times; and
15 storing selectively only the program contents predicted that the
16 program contents permit to obtain the advertisement effects more than their
17 recording costs.

1 34. (Original) The delay broadcasting method of claim 28, wherein the
2 repeater station receives a plurality of programs of program contents
3 broadcasted by the broadcast station, further comprising:

4 calculating an advertisement effect of each program of the program
5 contents on the basis of a number of the audiovisual systems each making a
6 request for viewing each program of the program contents;

7 calculating a recording cost for recording each program of the program
8 contents;

9 calculating a proper recording time of each program of the program
10 contents on the basis of the calculated advertisement effect and the
11 calculated recording cost;

12 predicting the program contents which permit to obtain the
13 advertisement effects more than their recording costs on the basis of their
14 calculated proper recording times; and

15 storing selectively only the program contents predicted that the
16 program contents permit to obtain the advertisement effects more than their
17 recording costs.

1 35. (Original) The delay broadcasting method of claim 29, wherein the
2 repeater station receives a plurality of programs of program contents
3 broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

storing selectively only the program contents predicted that the program contents permit to obtain the advertisement effects more than their recording costs.

36. (Original) The delay broadcasting method of claim 30, wherein the repeater station receives a plurality of programs of program contents broadcasted by the broadcast station, further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

predicting the program contents which permit to obtain the advertisement effects more than their recording costs on the basis of their calculated proper recording times; and

15 storing selectively only the program contents predicted that the
16 program contents permit to obtain the advertisement effects more than their
17 recording costs.

1 37. (Previously Presented) An advertisement method used with a
2 broadcasting service system comprising the steps of:
3 broadcasting program contents from a broadcast station to at least one
4 audiovisual system for viewing the program contents;
5 storing the program contents broadcasted by the broadcast station at a
6 repeater station and rebroadcasting the stored program contents to at least
7 one audiovisual system making a request for viewing the program contents
8 when at least one audiovisual system requests the repeaters station to view
9 the program contents;
10 connecting by the repeater station at least one audiovisual system in
11 response to its request for viewing the program contents;
12 broadcasting advertisement contents to at least one audiovisual
13 system connected to the repeater station;
14 measuring an advertisement effect on the basis of a number of the
15 connected audiovisual systems viewing the advertisement contents and a
16 broadcasting time of the advertisement contents; and
17 rebroadcasting the program contents to the connected audiovisual
18 systems only when the measured advertisement effect meets a predetermined
19 target advertisement effect.